Permit #F00053426

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00053426 **Type of Permit:** FILMING **Release Date:** 06/13/2012

Production Company ALLOY INC

Insured Company Name WEST OF 7TH DIGITAL PRODUCTIONS LLC C/O ALLOY INC

Contact Phone No. 1 212-329-8494

Contact Phone No. 2

Fax

Address 151 W 26TH ST NEW YORK, New York 10001

Production Title RULES OF MODERN DATING

Type of Production Commercial - Internet

Producer Danny Harris

Director Jessie Rosen

1st AD Danny Harris

Production Manager Danny Harris

FilmL.A. Coordinator Tim Overbeck

Location Manager Lauren Gabel
Primary Phone Mobile - 512-680-4350
Secondary Phone Office - 323-801-1366

Location Assistant Lauren Gabel
Primary Phone Mobile - 512-680-4350
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00

Total Permit Fee $1,025.00

Number of Locations 1

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00053426
Production Company ALLOY INC
Insured Company WEST OF 7TH DIGITAL PRODUCTION...
Production Title RULES OF MODERN DATING

Location Manager Lauren Gabel
Primary Phone Mobile - 512-680-4350
Secondary Phone Office - 323-801-1366

Location Address 12501 Vista del Mar, Los Angeles, CA, 90293

Location Name DOCKWEILER BEACH

Location Type Beach

Location Description LOS ANGELES COUNTY BEACH

Film Dates 6/14/2012 - 6/14/2012 09:00 - 21:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Beaches and Harbors Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.
Parking receipts must be displayed in all windshields of all production vehicles. Parking arrangements must be made prior to film date with Parking Management Company.

Please see attached documents
DockweilerBeach_SpecialFilmingConditions_2012-03-01.pdf
ParkingGuidelines_2012-03-01.pdf
GenFilmPermitConditions_2012-03-01.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	6
Picture vehicles	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	8

Filming Activities Drive ups & away; Driving shots; Equipment on property; Equipment on sand; Equipment on sidewalk, in curb lane & across street; Exterior establishing shots; Handheld equipment; Interior and exterior dialogue; DRIVING SHOT OF VEHICLE PULLING INTO PARKING SPACE.; FILMING AT LOT #2;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 702 **Grid:** B5

Location Notes RESERVATIONS FOR FILMING MUST BE DONE THROUGH FILML.A.

All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Approvals
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS — Marisol Camey
LOS ANGELES POLICE DEPARTMENT — Gabriel Martinez

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00053426
Production Company ALLOY INC
Insured Company WEST OF 7TH DIGITAL PRODUCTION...
Production Title RULES OF MODERN DATING

Location Manager Lauren Gabel
Primary Phone Mobile - 512-680-4350
Secondary Phone Office - 323-801-1366

Coordinator Note NO WATER ACTIVITY

COMPANY MUST CONE OFF THEIR OWN SPACES

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes
Need strip of 10 parking spaces closest to ocean in Parking Lot 2 (between Tower 51 & 52)

Posting "No Parking" signs CANCELED

Approximate Footage County Parking

Log Number CANCELED

Date(s) 6/14/2012 to 6/14/2012

Time(s) 09:00 to 21:00

NOT A PERMIT

Special Filming Conditions for Los Angeles County Beaches
DOCKWEILER BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These Conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- All equipment must be 10 feet from bike path
- Companies must fly cables over bike path.
- No driving on service road.
- Only still photography (less that 15 cast/crew and minimal equipment) will be allowed on grassy knoll at entrance of parking lot.
- No filming, blocking or parking on access ramps or storm drains.
- No filming at Lifeguard towers #46 and #47 due to Snowy Plover enclosure.
- No use of access road from Lifeguard towers #44 to #48.
- Must have a safety person present when driving in lot.
- No vehicles or other equipment on turf, unless otherwise approved by DBH.

<u>Driving Scenes</u>:

- Driving scenes may be allowed between Lifeguard towers 59 and 60, from October through April.
- Driving below the mean high tide, which is the highest level reached on the sand by the ocean water, is prohibited.
- For safety purposes, production companies are required to hire an off-duty/retired LAPD officer for all driving scenes.
- Production company will be responsible for employing the help of DBH staff and equipment (Department fees will apply) or a tow truck with 4 x 4 capacity if their vehicles get stuck in the sand.
- Production company must cordon-off the area where the driving scene will take place to exclude the general public from the area.
- Use of flagmen are required for safety purposes to shut down the bike path when vehicles or pedestrians are crossing.
- High levels of security may be required for big productions or stunt shoots, at the production company's expense.
- On the day of the shoot, if water/weather conditions are unsafe for driving scenes, Lifeguards have the authority to cancel the shoot.
- Unusual requests for driving scenes will be evaluated on a case-by-case basis.

NOT A PERMIT

PARKING GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

1. Companies must make parking arrangements for parking in L.A. County parking lots with DBH's parking contractor prior to first film date.

2. All production companies must have prior authorization for in/out parking privileges in any L.A. County parking lot. Arrangements must be made in advance with DBH's parking contractor. Film companies paying upon entry, without prior arrangements, will not be allowed in and out privileges.

3. All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

4. The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

5. The production company is prohibited from parking in disabled parking spaces, short-term metered parking and from blocking any pay stations at any time (no exceptions).

6. A walkthrough is to be conducted after the production company has parked all of its vehicles. This walkthrough is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

7. The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and cone-off spaces.

8. Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contract the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8:00 a.m. to 5:00 p.m.

9. Parking fees are not included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company estimated charges for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4:00 p.m.) for the use of the parking lot(s).

10. Cancellation of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

11. A parking contract does not constitute a film permit.

12. Sign removal in L.A. County parking lots is prohibited.

NOT A PERMIT

General Film Permit Conditions

1. Production company must have a finalized copy of the film permit, including General Film Permit Conditions and Parking Lot Guidelines on set at all times.

2. If use of Maintenance or Lifeguard personnel is required, it must be reflected on the permit and call times indicated. Lifeguards require 24-hour notice to be hired with a 4-hour minimum requirement. Maintenance also requires 24-hour notice to be hired. A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is an 8-hour minimum for all after hours filming.

3. Filming requests will be approved on a case-by-case basis.

4. Companies must cover and/or fly cables over pedestrian walkways and turf areas.

5. Filming must not interfere with Lifeguard or Maintenance activities at any time and must not interfere with scheduled beach or park activities or special events.

6. May not block public or emergency access at any time.

7. No catering or craft services allowed on pedestrian walkways or bike path.

8. No animals allowed unless prior approval from DBH, FilmL.A., and local municipal Animal Control office and is indicated on permit. All dogs must remain on leashes and off sand when not filming.

9. No driving scenes allowed on sand or turf areas.[1]

10. Tent use must be indicated on permit. No staking into parking lot. Sandbags or closed water containers must be used for anchoring items on the sand.

11. Emergency access area (marked in red) cannot be used at any time. Exceptions subject to review and approval by DBH Parking and the Fire Department/Lifeguards.

12. All water activities require a Lifeguard to be hired with a minimum of 4 hours of service.

13. Production company may be required to hire a FilmL.A. Monitor if the production or filming negatively impacts public safety or beach operations.

14. Production personnel must be assigned to power cables and/or coned off areas when posing a safety concern.

15. A safety officer must be assigned to motorized equipment when on the sand.

16. Filming and clean-up must be complete by 10:00 p.m. unless otherwise authorized by DBH.

[1] Excludes Dockweiler State Beach

NO PERMIT

17. No chemicals on the beach or in the water unless approved by the Director and Fire Chief.

18. Production companies must remove all trash and debris resulting from activity.

19. Playback and amplified sound must be kept to moderate levels after 10:00 p.m. so long as not to disturb nearby residents. Prior approval required from DBH and FilmL.A.[2]

20. Lifeguard towers must be indicated on permit.

21. Digging holes in the sand less than 4 feet deep must be approved by the Director and indicated on permit. Production companies must secure holes in the sand by providing trench shoring, an exclusionary zone with caution tape, staging safety personnel outside the exclusionary zone for rapid rescue, a harness and safety rigging for any person in the trench.

22. All personal motorized watercrafts and vessels must remain 300 yards from the shoreline.

23. No launching or landing of personal motorized watercrafts or vessels from beach.[3]

24. For safety purposes, flagmen are required for all heavy equipment, machinery, and vehicles that are operated on the beach, including during the loading and unloading of filming equipment on the beach.

25. Proof of insurance meeting each jurisdiction involved is required.

26. Community Surveys must be obtained from residences before filming is permitted to take place between the hours of 10 p.m. to 7:00 a.m. Survey radius will be determined by FilmL.A. based on production activity and parking.

27. Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding in vehicles on the beach at any time. Vehicle speed is limited to 5 m.p.h. at all times.

28. In the event of flowing storm drains, film shoots with water activity may be suspended for a period up to 72 hours due to high bacteria levels in ocean waters. Production companies may also be denied access to certain areas on the beach where there is sewage or required storm drain cleanup by DBH Maintenance staff. These decisions will be made by DBH in consultation with L.A. County Lifeguards and FilmL.A.

29. If a situation arises in which the Lifeguard Captain deems unsafe, a consultation with the on-scene production manager will be conducted to determine safer alternatives. Filming will be suspended until safety measures are adopted.

NOT A PERMIT

[2] Playback and amplified sound is not allowed at Burton Chace Park
[3] Exclusions for personal motorized watercrafts at Venice Beach